

Region 7
PACIFIC SOUTHWEST REGION
OF THE NATIONAL NETWORK OF LIBRARIES OF MEDICINE
(PSRML)

Quarterly Report

July – September 2000

Contract No. N01-LM-6-3527

Date Submitted:

December 22, 2000

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Los Angeles, CA 90095-1798

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**Pacific Southwest Region
National Network of the Libraries of Medicine
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BASIC REGIONAL NETWORK PROGRAMS

Regional Needs Assessment

- PSRML staff met with Zoe Stravri on August 23 at UCLA to review the Excel spreadsheet tallies of the hospital library evaluation survey data.

Network Membership Program

- Region 7 has a total of 619 Network Members.

Resource Libraries

- The annual meeting of the Resource Library Directors was scheduled for October 16, 2000.

Network Development

- Ms. Sandstrom attended the July 25 and September 12 Core Planning Group meetings of the Arroyo Seco Library Network (ASLN) of the Library of California. One hundred five (105) multitype libraries/institutions in Los Angeles and Orange counties, including several NN/LM members, filed formal applications to become charter members of ASLN. ASLN sent its final application for legal status as a "Regional Library Network" of the Library of California to the California State Library at the end of September. More information about the Library of California can be found at <http://www.library.ca.gov/loc/index.html>. More information about ASLN can be found at <http://www.asln.net/>.
- Clair Kuykendall, Andrea Lynch and Elaine Graham completed the last of a total of 23 training sessions on the new DOCLINE system. Training sessions were held in 12 cities throughout Region 7, and over 350 network librarians attended.

SERHOLD

- Region 7 currently has 375 SERHOLD contributors.

Document Delivery

- Some Resource Libraries experienced increases in document delivery requests originating from out-of-region libraries after the release of the new DOCLINE system. We discovered that requests not filled by libraries on a DOCLINE participant's routing table were often being routed to a selection of Resource Libraries across the nation before being routed to the National Library of Medicine. Publicity was sent via the regional listserv about the various DOCLINE routing instruction options. While the number out-of-region requests have not returned to previous levels, the out-of-region requests are not causing a problem. The increase in numbers were just unanticipated, and the affected libraries have adjusted to workload shifts required to establish new accounts for out-of-region borrowers.
- Three DOCLINE applications are pending as of the end of the quarter.
- The Region has 358 DOCLINE libraries; 27 of these are Borrow-Only libraries.
- Approximately 65 DOCLINE routing table approvals were completed at PSRML during the quarter.
- Region 7 currently has 154 libraries providing Loansome Doc services, and 79 of those also serve unaffiliated health professionals.

	SERHOLD Contributors	DOCLINE	Percent Participants	BORROW ONLY DOCLINE
Arizona	42	40	95%	5
California	304	290	95%	20
Hawaii	13	13	100%	1
Nevada	11	10	91%	0
Pacific Basin	5	5	100%	1
Overall participation	375	358	95%	27

- During the quarter 186 Loansome Doc inquiries were received. Of this number 107 were from health professionals and 79 were from non-health professionals. Detailed statistics are provided below:

	HP	Not a HP	Total
STATE			
Arizona	13	9	22
California	89	63	152
Hawaii	1	1	2
Nevada	4	2	6
Pacific Basin	0	4	4
Totals	107	79	186

- PSRML developed a web-based form for a DOCLINE participant to request temporary deactivation of the DOCLINE account for vacation or other extended period when the library will be unable to receive DOCLINE requests. Once the form and procedures have been reviewed and approved by all the NN/LM regional offices, the service will be available on the national NN/LM web site.

Microcomputer Training Facility

- The training facility was used by the following groups this quarter: PSRML for a New DOCLINE orientation and training class; UCLA Biomedical Library Reference and Learning Resources divisions for several Medical School new student orientations; UCLA School of Nursing for a new student orientation.

Communications

- The July/August and September/October issues of *Latitudes* were published and distributed. The *Latitudes* web index page (<http://www.nlm.nih.gov/psr/lat/>) received over 1159 hits in the third quarter. Between July and September, there were two requests to be added to the *Latitudes* e-mailing list.
- Clair Kuykendall submitted an article about PSRML consumer health outreach activities for the October issue of *California Libraries*, a publication of the California Library Association. Nita Mailander, one of our Network members, authored an article about MEDLINEplus in the October issue of the *AzLa Newsletter of the Arizona Library Association*.
- Processes for managing the RMLRG7-L listserv are currently being reviewed and will be reconfigured in the near future. The reconfiguration will give subscribers the ability to receive postings in digest format as well as search archived list messages.
- PSRML staff participated in teleconferences convened by the National Network Office.
- The following videotapes and audiotapes circulated to health sciences library staff during the quarter: 3 videotape copies of *Libraries, Copyright and the Internet*; 1 videotape copy of *The NLM Joseph Leiter Lecture - Quality Communication: The Path to Ideal Health* and 44 audiocassette copies from the Medical Library Association 2000 Annual Meeting and Exhibit.

Program Assessment/Feedback from the Region

- PSRML sponsored a course, *Toxicology Web Resources at the NLM and Beyond*, in response to needs voiced by regional Network librarians for enhanced toxicology information search skills. (PSRML also sponsored this course earlier in the year in Davis, California.) Presented by NLM Technical Information Specialist Philip Wexler, the half-day sessions on September 19 and 20, in Phoenix, Arizona, and San Diego, California, drew 39 participants. Training for health information professionals in the area of toxicology information had not been offered on the West Coast in some time prior to this year. Participant comments were

uniformly positive and favorable of Mr. Wexler's review of the new developments and resources available at the TOXNET web site. By agreement with Philip Wexler, PSMRL has made his presentation available for downloading from the PSRML web site at <http://www.nlm.nlm.nih.gov/psr/toxnet.html>.

- **We exhibited at the ASTHO/NACCHO meeting and were surprised that many public health officials have never heard of MEDLINE. Those who are aware of it often believe that MEDLINE is available only to physicians. (See also Appendix D.)**

Referral Service

- No Activity.

Consortia

- Region 7 has 24 library groups that are recognized in the new DOCLINE system. The number increased due to the addition of two library groups to DOCUSER: FreeShare - Free Reciprocal Interlibrary Loan Group and USC - USC Library Group.

Grant Applications

- No Activity.

Staff Activities

- Claire Hamasu co-presented with Beryl Glitz a paper at the International Congress of Medical Librarianship in London. The paper was co-authored by Heidi Sandstrom. The paper has been solicited by *Health Libraries Review*, a U.K. publication, and the authors developed the paper into an article.
- Brian Brown, a second-year graduate student at the UCLA Department of Education and Information Studies, began an internship with PSRML. During his term, which runs through December, Mr. Brown will concentrate on enrolling institutions into and working with them as part of the Internet Connectivity Support Program.
- Elaine Graham and Michael Miller attended the LITA Regional Institute on *Database Driven Web Sites*, on August 3, 2000, in Irvine, California.
- Elaine Graham attended the NLM orientation program for new NN/LM staff from various regions, September 14-15, 2000.
- Michael Miller developed an internal web-based equipment management form to streamline PSRML reservations and maintenance for equipment used in outreach activities.
- Clair Kuykendall resigned her position as PSRML Health Information Services Specialist to relocate to San Francisco.

II. OUTREACH PROGRAMS

Applied Technology/Technology Awareness

- East Los Angeles Doctors Hospital, Tucson General Hospital, and Arizona State Hospital completed their participation in the Internet Connectivity Support Program(ICSP). Brian Brown began work on a website that could be used as a homepage for ICSP institutions. He also began follow up with two hospitals that expressed interest in participating in the program.
- Revisions have been made to the Brandon-Hill List Online, the PSRML web page that offers links to electronic versions of the titles on the Brandon/Hill List of Journals for Small Hospital Libraries.¹ A linked alphabet has been added to facilitate locating journal titles. During the next quarter the list will be moved to a database to facilitate searching and updating.
- The equipment for the portable LAN arrived. Michael Miller tested it, wrote instructions for connecting it, and provided an in-service for staff in preparation for using the LAN in outreach training.
- Cathy Brown started reviewing the contents of BioSites to verify the accuracy of the descriptions and to evaluate the appropriateness of listing the sites. Since the earliest entries date from 1996 and the web is such a volatile environment, a comprehensive site review was warranted.

Direct Outreach to Health Professionals

- Claire Hamasu was invited as faculty for the 43rd Annual Postgraduate Refresher Course held on Maui, Hawaii, in July. Sponsored by the University of Southern California, this course attracts pharmacists, nurses and physicians. Ms. Hamasu alternated in teaching *Evidence Based Health Care* and *PubMed Basics* workshops. The workshops were enthusiastically received, filling up on the first day. Adding to the popularity of the sessions was the hands-on time using the portable LAN.

Outreach Subcontracts

- An overview of project accomplishments appears here, and complete quarterly reports from subcontractors are included in Appendix A.

1 Hill, DR. Selected list of books and journals for the small medical library. *Bull Med Libr Assoc* 1999 Apr; 87(2):145-69. 5

- **Partners in Public Health for Information Access - HiPHIVE**

The completion date has been extended until the end of the year to finish the evaluation phase. The training portion has been successfully completed. Improvements continue on the HiPHIVE website. Ms. Berglund, one of the principal investigators, has left Hawaii Medical Library and taken a position at Cal State University, San Marcos, however, she is continuing her contributions to the project.

- **Partners in Public Health for Information Access - PHIL**

The completion date has been extended until April 2001 to accommodate the digitization of gray data and follow up training. Training continues around the state and recruitment of a student to develop the PHILL website continues.

- Five of the nine applicants for the PSRML Year 2000 Outreach Awards responded to follow-up questions from the reviewers. For various reasons related to factors at the applicant sites, the others withdrew their proposals. Agreements were written and sent to the NNO office along with proposals and other supporting documentation for approval. Agreements were then sent to Network members for signatures. The institutions receiving awards were:

California Pacific Medical Center, San Francisco CA
 Memorial Hospitals Association, Modesto CA
 Sutter Health, Sacramento CA
 Petaluma Health Care District, Petaluma CA
 Olive View Hospital, Sylmar CA

- PSRML Year 2000 Outreach Award project accomplishments are summarized below (see Appendix A for the complete reports):

- **Health Information Resources on the World Wide Web – California Pacific Medical Center**

Staff of the collaborating organizations met, developed programming, and organized a schedule for the project. Program flyers were designed and a promotional story was written for a publication.

- **Los Banos House Calls – Memorial Hospitals Association**

Organizational activities began. An Internet workstation was set up at the target hospital in Los Banos. Handouts were composed. Enthusiastic supporters were enlisted to promote the project to their colleagues. Press releases were sent to in-house and in-system newsletters.

- **Medicine on the Net – Sutter Resource Center**
Staff designed flyers to advertise the training sessions and discovered that the flyers helped to promote other library services as well. Library staff created special subject lists of diabetes and consumer health websites for the sessions. Two workshops were taught this quarter. Trainers are finding that participants think every article they want should be free and full text on the Internet.
- **Redwood Health Library's Internet HealthQuest – Petaluma Health Care District**
Letters were sent to target groups to begin the scheduling process. Arranging training sessions went more slowly than expected since contacts were out on summer vacation. An initial session on consumer health resources was well received by an audience of senior citizens. Ms. Weaver has been very successful in getting the local press to cover this outreach project; several articles have been published.
- **Valley Care Outreach – Olive View/UCLA Medical Center**
Ms. Kmec has promoted the project to the target clinics and begun scheduling sessions on search engines and PubMed. Initial training sessions have been held for small groups of health professionals. While waiting for the delivery of her equipment, Ms. Kmec is using a laptop and projector made available by PSRML for subcontractors to make presentations.
- Subcontract agreements were sent for signature to Savitt Medical Library, University of Reno School of Medicine, and to the University of Arizona, Rural Health Office.
- **Arizona Internet Connectivity Program**
Much of the first quarter was spent trying to facilitate the agreement process with various University of Arizona offices. Letters were sent to the CEOs and Chiefs of Staff of the institutions identified by PSRML as NOT connected to the Internet. Even though the agreement was not yet in place, a training session entitled "Connecting Your Institution to the Internet: Access to Health Information" was conducted in July at the annual Arizona Rural Health Conference in Pinetop, Arizona.
- **CAMIL 3**
The workstation configuration for the outreach sites were discussed and contacts began with the site coordinators to start the planning for equipment installation.

Special Populations/Subjects Outreach

- On September 14, 2000, Claire Hamasu met with Russell Toth, Director, and Antonio Le Mons, Health Education Coordinator, at the California AIDS Clearinghouse (CAC) to discuss the AIDS information summit that Mr. Toth had proposed at the April 2000 RAC meeting. Approximately 10 volunteers from the AIDS community will be recruited to serve as the planning committee. CAC staff and Ms. Hamasu will collaborate on creating recruitment messages and flyers to be distributed by both CAC and PSRML.

- Michael Boer from the NN/LM Pacific Northwest Region contacted PSRML and invited staff to present two sessions at the Association of American Indian Physicians 29th Annual Conference in Tucson, Arizona, on August 7, 2000. The mission of this association is to improve the quality of health care for American Indians and Alaska Natives. Claire Hamasu presented *Resources Supporting Evidence Based Care*, which included demonstrations of PubMed, and Heidi Sandstrom presented *The Internet Rx: Treating Patient Information Deficiencies*, highlighting MEDLINEplus.gov and ClinicalTrials.gov. The attendance at each of the sessions was very small due to the many sessions that were in competition with each other. The NN/LM Pacific Northwest Region exhibited at the conference.

Underserved Health Professionals

- Claire Hamasu and Clair Kuykendall decided to gauge the idea of partnering with a Network Librarian to conduct outreach to health professionals in a local area. From a pool of librarians who responded to a listserv message sent to gauge regional interest in this approach, four were selected based on their county's rural location, the diversity of the population, and lack of other health information resources. Following phone conversations with the four librarians, the Underserved Counties pilot was initiated in Yavapai County, Arizona, partnering with Karen Fanning of the Verde Valley Medical Center (VVMC). At the end of August, Ms. Fanning arranged meetings with VVMC administration, Sedona Medical Center, the community college, the public health department, and the Yavapai Apache Nation. Ms. Kuykendall and Ms. Hamasu explained the goals of the project and ascertained whether the groups were interested in participating in training sessions covering NLM resources. VVMC volunteered their computer center as the training lab and all interested groups were contacted to set dates and times for training sessions. Because each group has unique information needs, PSRML staff decided to hold multiple separate sessions, rather than mixing the audiences. PSRML staff also learned that they would reach only half of the health professionals in the county through the training sessions in Verde Valley. The other central location for training is in Prescott on other side of Mingus Mountain. Meetings will be arranged with potential groups in Prescott at a later date.

Inner City Project

- No Activity.

Internet Grateful Med and PubMed

- Information on PubMed was included in the activities described in other parts of this Outreach Programs report.
- During the quarter PSRML staff provided feedback on several versions of the NLM Gateway.

Minority Institutions

- No activity.

Exhibits

- PSRML exhibited at the Association of State and Territorial Health Officials (ASTHO)/National Association of County and City Health Officials (NACCHO) meeting in July, the American Association of Diabetes Educators conference in August, and at the LA Times Festival of Health in September. Complete exhibit reports are included in Appendix D. At the Festival of Health, Heidi Sandstrom participated in an “eHealth” panel discussion. Other panelists were Mary Cain, a director at the Institute for the Future, and Dr. Douglas Bell, assistant professor in residence at the UCLA School of Medicine. Marta Waller, news anchor at a local television station, moderated the panel session, which was attended by about 40 people. Ms. Sandstrom’s presentation highlighted MEDLINE*plus* and other quality health web sites and addressed evaluation of Internet resources.
- Elaine Graham assisted with staffing the National Library of Medicine exhibit at the American Library Association Annual Meeting, July 8-11, 2000, in Chicago. Some booth visitors were confused about the content and intended audience for PubMed and MEDLINE*plus* – some thought that PubMed was the “public” version of MEDLINE and MEDLINE*plus* was the new, improved product for health professionals. Both public librarians and school librarians were appreciative of brief demonstrations of MEDLINE*plus* and *ClinicalTrials* after they understood that there was content useful for their patrons (and themselves).

Consumer Health Information Services Program

- Second quarter project (5/1/2000 – 7/31/2000) reports were received from five regional libraries awarded funding for *Access to Electronic Health Information for the Public* projects. A first quarter report was received from Hawaii Medical Library, which was awarded funding later in the year. An overview of project accomplishments appears here, and the full reports appear in Appendix A.
- **Arizona Health Sciences Library**
During the second quarter, the web site infrastructure and back-end database to support CHILE’ was completed. Project staff are looking at options for incorporating a structured consumer health vocabulary into the web site and developing a FAQ log that can be accessed by others. Joyce Backus of NLM provided input on topic development for the web site. The first workshop has been developed and is based on three health scenarios. Eight sessions of this two-hour workshop will be taught from September 22 – November 10, 2000. Evaluation efforts include pre- and post-testing of workshop participants, and formative evaluation of the web site.

- **Hawaii Medical Library**

During the first quarter, the focus of activities was on planning and curriculum development. The Consumer Health Information Service (CHIS) of the Hawaii Medical Library and the Hawaii State Public Library System (HSPLS) held its first planning meeting for the purpose of reviewing grant activities and institutional responsibilities for performance of these activities and to establish objectives for the first quarter. A subsequent progress report meeting was held in July. All first quarter objectives were met by the end of the quarter. These included scheduling dates and sites for fall training, developing training curriculum and materials (to be completed during the second quarter), and distributing flyers to all HSPLS libraries. Evaluation of the workshops will be conducted during the second quarter.

- **Las Vegas-Clark County Library District/West Charleston Library.**

Enhancement of the Health web page continues; this page will become publicly accessible in the fall. Project staff attended two health fairs in May and developed a bookmark for the project to promote it. A train-the-trainer session was conducted for library staff in July and a survey was distributed to participants to evaluate the training. \$1,700 from the contract was spent to support electronic access to Ebsco's Alt-Health Watch; this figure is within the 5% allowable under the contract for collection development. Project staff will promote the project at the annual meeting of the Nevada Library Association in October 2000.

- **Planetree Health Resource Center**

During the second quarter of the project, the staff of PlaneTree, the Grail Community Resource Center, and the Gardner Family Health Network held strategic planning meetings. Library assistant and volunteer training sessions were conducted. Two positions (outreach librarian and Grail library assistant) were vacated during the quarter. As these positions are key to moving this project forward in a timely way, aggressive recruiting efforts are underway to fill them. The PlaneTree director, and staff and volunteers of PlaneTree and Grail, have assumed administrative, training, and other responsibilities of the project in the interim.

- **University of California, San Diego Biomedical Libraries/The Preuss School UCSD**

During the second quarter, development of the web sites continued, and the design and elements of the faculty curriculum were finalized. Approximately \$1,800 was spent on collection development (books) for the project; this figure is within the 5% allowable under the contract. The project programmer began work in June; all equipment has been purchased and installed.

- **ValleyCare Health Library**

During the second quarter, the composition of the project advisory committee was finalized. Although the resulting committee is smaller than envisioned, the smaller size has been more effective in furthering project goals. Project policies and procedures are being finalized. Local information resources are being identified and data is being gathered on these for the project database. Some collection materials have been purchased, and a site visit to a nearby resource center serving children with learning

disabilities has been done. The definition of “special needs” is being refined by the project librarian, following input from the advisory committee.

- The consumer health information pilot project conducted by the Del E. Webb Memorial Library, Loma Linda University, and jointly supported by PSRML and the California state Library, neared completion of the extended pilot project. An interim project report appears in Appendix B; the final report will be submitted next quarter.